CLAIMS

In the Claims:

Please **AMEND** claims 1 and 2 as follows.

Please **CANCEL** claim 5 as follows.

A copy of all pending claims and a status of the claims is provided below.

1. (currently amended) A method for enabling a web server to provide a commercial promotion, comprising the acts of:

detecting a qualifying value of a commercial transaction;

checking a database of promotions for presence of a promotion that includes the qualifying value; and

when a promotion that includes the qualifying value is present in the database, associating the qualifying value of the promotion with a module of selectively executable compiled web server code residing on a server's body of compiled code, selecting the module of selectively executable compiled web server code and executing a the module of selectively executable compiled web server code that provides the promotion,

wherein the associating is made explicitly by pointers that are included in terms of the promotions.

2. (currently amended) A method for enabling a web server to provide a commercial promotion, comprising the acts of:

detecting a qualifying value of a commercial transaction;

checking a database of promotions for presence of a promotion that includes the

qualifying value;

when a promotion that includes the qualifying value is present in the database,

determining a reward value of the promotion that includes the qualifying value <u>based on</u>

<u>associating a module of selectively executable compiled web server code residing on a server's</u>

<u>body of compiled code made explicitly by pointers that are included in terms of the promotion</u>;

and

executing a <u>the</u> module of selectively executable compiled code associated with the

reward.

3. (Original) The method of claim 2, wherein the module is associated with the reward value by

[[a]] <u>the</u> pointer.

4. (Original) The method of claim 3, wherein the pointer is in the database.

5. (cancel)

6. (Original) The method of claim 2, further including the act of advancing a promotion counter

in response to executing the module.

7. (Original) A method for enabling a web server to provide a commercial promotion,

comprising the acts of:

detecting a qualifying value of a commercial transaction;

checking a database of promotions for presence of a promotion that includes the

qualifying value;

when a promotion that includes the qualifying value is present in the database,

determining whether the promotion that includes the qualifying value is active; and

when the promotion that includes the qualifying value is active, determining a reward

value of the promotion that includes the qualifying value and executing a module of selectively

executable compiled code associated with the reward value.

8. (Original) The method of claim 7, wherein the act of determining whether the promotion that

includes the qualifying value is active further includes the act of checking a start date.

9. (Original) The method of claim 7, wherein the act of determining whether the promotion that

includes the qualifying value is active further includes the act of checking a stop date.

10. (Original) The method of claim 7, further including the act of advancing a promotion

counter in response to executing the module.

11. (Original) Programmable media containing programmable software for enabling a web

server to provide a commercial promotion, the programmable software comprising the steps of:

detecting a qualifying value of a commercial transaction;

checking a database of promotions for presence of a promotion that includes the qualifying value; and

when a promotion that includes the qualifying value is present in the database, executing a module of selectively executable compiled web server code that provides the promotion.

12. (Original) Programmable media containing programmable software for enabling a web server to provide a commercial promotion, the programmable software comprising the steps of:

detecting a qualifying value of a commercial transaction;

checking a database of promotions for presence of a promotion that includes the qualifying value;

when a promotion that includes the qualifying value is present in the database, determining a reward value of the promotion that includes the qualifying value; and

executing a module of selectively executable compiled code associated with the reward value.

13. (Original) The programmable media containing programmable software of claim 12, wherein the module is associated with the reward value by a pointer.

14. (Original) The programmable media containing programmable software of claim 13, wherein the pointer is in the database.

15. (Original) The programmable media containing programmable software of claim 13, wherein the module is associated with the reward value implicitly.

16. (Original) The programmable media containing programmable software of claim 13, further including the act of advancing a promotion counter in response to executing the module.

17. (Original) Programmable media containing programmable software for enabling a web server to provide a commercial promotion, the programmable software comprising the steps of:

detecting a qualifying value of a commercial transaction;

checking a database of promotions for presence of a promotion that includes the qualifying value;

when a promotion that includes the qualifying value is present in the database, determining whether the promotion that includes the qualifying value is active; and

when the promotion that includes the qualifying value is active, determining a reward value of the promotion that includes the qualifying value and executing a module of selectively executable compiled code associated with the reward value.

18. (Original) The programmable media containing programmable software of claim 17, wherein the act of determining whether the promotion that includes the qualifying value is active further includes the act of checking a start date.

19. (Original) The programmable media containing programmable software of claim 17, wherein the act of determining whether the promotion that includes the qualifying value is active further includes the act of checking a stop date.

20. (Original) The programmable media containing programmable software of claim 17, further including the act of advancing a promotion counter in response to executing the module